



Holiday Inn Select Koger Conference Center Richmond, Virginia

Virginia Green is the Commonwealth of Virginia’s campaign to promote environmentally-friendly practices in all aspects of Virginia’s tourism industry. **Virginia Green** has established “core activities” specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their “green” activities. These are the activities that guests / customers can expect to find when they visit this facility.

Koger Conference Center

“We are a full Service Hotel and Conference Center with 237 Guestrooms and 26,000 square feet of meeting facility.”

Green Statement: “Our hotel has been working toward Green Status for several years. The Governor’s Executive order has prompted us to get our certification.”



CORE ACTIVITIES for Conference Centers

“☑” This symbol indicates a required activity for Virginia Green Conference Centers. Participants self-certify that these activities are in place and they provide additional specifics on other activities. Visitors to **Conference Center** can expect the following practices:

☑ **Recycling and Waste Reduction.** All conference centers must provide for recycling at their events. Aluminum can and plastic bottle recycling are a must. Recycling of steel cans, cardboard, office paper, and composting of waste foods are encouraged as well. This facility pledges that they:

- Recycle: glass, aluminum cans, steel cans, plastic, office paper, newspaper, cardboard, packing supplies, fluorescent lamps, batteries, electronic equipment
- Track overall waste bills
- Have numeric goal to reduce overall materials that go to the landfill
kitchen (or meetings/events)
- Donate excess food from events
- Have an effective food inventory control to minimize waste
- Purchase locally grown produce and other foods
- Purchase organic and/or “sustainably-grown” foods
dining room (or meetings/events)
- Use reusable dishware and glassware & minimize use of disposables
- Use non-bleached napkins and coffee filters
- Provide condiments, cream and sugar, etc. in bulk
- Use water pitches and filtered water to minimize the use of single-use bottles
- Use menus and table placards as opportunity to communicate green activities:

- Use screen-based ordering systems
- Restrooms*
- Use bulk soap dispensers in public restrooms
- Use high-efficiency hand-dryers
- Purchase recycled-content paper-towels and toilet paper
- office/purchasing*
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Make 2-sided copies / printed materials
- Use electronic correspondence and forms
- building and grounds*
- Using "green" Cleaners (www.greenseal.org) that are dispensed in bulk
- Purchase durable equipment and furniture
- Purchase low-VOC carpets and fabrics
- Use reused building materials or those from sustainable sources
- Use latex paints that are 0 low-VOC
- Properly recycle and/or disposal of thinners and solvents (required by EPA-RCRA)
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use less toxic materials
- Use "integrated pest management" (IPM)
- Minimize use of pesticides and herbicides in landscaping
- Use a nutrient management plan that minimizes the use of fertilizers in landscaping

Styrofoam elimination and reduction of disposables. Virginia Green Conference centers are encouraged to eliminate or minimize the use of Styrofoam-based products and to use alternative disposables that are made of natural products and/or are bio-degradable. This facility pledges that they:

- Do not use any disposable containers

Water Conservation. The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater
- Have a numeric goal to reduce water consumption over time
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have:
 - high efficiency dishwashers
 - low flow restrictors on faucets and showerheads
 - low flow toilets
 - automatic faucets or toilets in public restrooms
- Discourage water-based cleanup (sweeping first) and use microfiber technology mops
- Have an effective landscape management plan which utilize drought tolerant species, metering and rain gauges, and minimizes lawn areas
- Have an effective stormwater management plan including: rain gardens, pervious pavement, and the minimization of impervious areas (paving, concrete, etc)
- Maintain vegetative buffers around streams and ponds

Energy Conservation. The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills
- Have had an energy audit to identify efficiency opportunities
- Have a numeric goal of how much they want to reduce their energy usage over time
- Have an "energy management system" in place to track and meter energy usage
- Calculate the pollution factors of their energy usage
- Evaluate existing ovens and other kitchen equipment for energy efficiency
- Use:
 - compact fluorescent light bulbs in all rooms and in canned lighting
 - LED Exit Signs

- high efficiency fluorescent ballasts and lamps (T5s and T8s)
- high-efficiency hand-dryers
- Have high efficiency heating & air conditioning (HVAC) systems
- Perform preventative maintenance on HVAC system
- Have geothermal heating and cooling
- Have individual thermostats for each room/area
- Have installed additional insulation
- Use natural lighting
- Use lighting sensors to turn on/off lights
- Purchase EnergyStar-rated computers, copiers, and appliances
- Have thermal-rated windows and insulation
- Use directional (downward-facing) lighting in parking areas and other outdoor areas
- Purchase "Green Tags" or "Renewable Energy Certificates" to support new renewable energy resources
- Use EnergyStar's Benchmarking Tools for the Hospitality Industry



Green Events Package. Virginia Green conference centers must offer a "green" or "environmentally-friendly" package for conferences, meetings and other events. Even if the facility only offers occasional, small events, at least recycling will be provided. This facility pledges that they:

- Promote the availability of "green meetings/conferences" in marketing packages
- For all meetings and banquets, pitchers of water with glass water glasses are utilized. Glassware and china throughout the hotel for all meal services. We recycle all linens and napkins, i.e. no disposable products used. All meeting room and ballroom areas are secured and lights extinguished at the end of the business day. All public restrooms and meeting facilities have automatic flush controls.

For more information on the **Holiday Inn Select Koger Conference Center**, see www.hiselectrva.com or contact **Tim McFarlane** at tmcfarlane@hiselectrva.com or 804-379-3800 ext. 1405.

For more information on the *Virginia Green* program, see www.deq.virginia.gov/p2/viriniagreen/homepage.html or go to www.viriniagreentravel.org.



Virginia Green is the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

